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generating subscriber selection data, wherein the subscriber selection data corresponds to a record of requests for the source material;

retrieving source related information, wherein the source related information includes descriptive fields corresponding to the source material;

processing the subscriber selection data with respect to the descriptive fields to generate the subscriber profile vector; and storing the subscriber profile vector.

21. The method of claim 20, wherein said monitoring subscriber viewing activities includes monitoring time durations corresponding to the viewing times of the requested source material.

22. The method of claim 20, wherein said monitoring subscriber viewing activities includes monitoring volume levels corresponding to subscriber selection volume levels.

23. The method of claim 20, wherein the subscriber profile vector includes household demographic data indicating probabilistic measurements of household demographics.

24. The method of claim 20, wherein the subscriber profile vector includes household program preference information

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indicating probabilistic measurements of household program interests.

25. The method of claim 20, wherein the subscriber profile vector includes household product preference information indicating probabilistic measurements of household product interests.

26. The method of claim 20, wherein said generating subscriber selection data includes context mining of textual information associated with the selected source material.

27. The method of claim 26, wherein the textual information includes text derived from closed-captioning data.

28. The method of claim 20, wherein said retrieving source related information includes retrieving source related information from an electronic program guide associated with the selected source material.

29. The method of claim 20, wherein said generating subscriber selection data includes generating subscriber selection data over a viewing session, and the subscriber profile vector corresponds to the viewing session.

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30. The method described in claim 20, wherein said generating subscriber selection data includes generating subscriber selection data over multiple viewing sessions, and the subscriber profile vector corresponds to an average value for the multiple viewing sessions.

31. A data processing system for generating a subscriber profile vector in a client-server based architecture, the data processing system comprising:

means for transmitting a subscriber request for source material;

means for monitoring subscriber activity including

means for receiving the subscriber request for source material, and

means for recording the requests for source material as subscriber selection data;

means for retrieving source related information, wherein the source related information includes descriptive fields corresponding to the source material;

means for generating a program characteristics vector based on the source related information;

means for storing a set of heuristic rules;

means for processing the subscriber selection data with respect to the program characteristics vector and the set of heuristic rules to generate the subscriber profile vector; and

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means for storing the subscriber profile vector.

32. The system described in claim 31, wherein the means for monitoring subscriber activity further includes means for monitoring time durations, wherein the time durations correspond to viewing times of the requested source material.

33. The system described in claim 31, wherein the means for monitoring subscriber activity further includes means for monitoring volume levels, wherein the volume levels correspond to subscriber selection volume levels.

34. The system described in claim 31, wherein the subscriber profile vector includes household demographic data indicating probabilistic measurements of household demographics.

35. The system described in claim 31, wherein the subscriber profile vector includes a household session interest profile indicating probabilistic measurements of household interests.

36. A data processing system for generating a household demographic characteristics vector in a client-server based architecture, the data processing system comprising:

means for allowing a subscriber to request source material;

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means for monitoring subscriber activity including means for storing subscriber selection data, wherein the subscriber selection data corresponds to requested source material;

means for generating household viewing habits information from the subscriber selection data;

means for storing a set of heuristic rules;

means for processing the subscriber selection data with respect to the set of heuristic rules to generate the household demographic characteristics vector; and

means for storing the household demographic characteristics vector.

37. The system described in claim 36, wherein the means for processing the subscriber selection data processes the subscriber selection data over a viewing session, and the generated household demographic characteristics vector corresponds to the viewing session.

38. The system described in claim 36, wherein the means for processing the subscriber selection data processes the subscriber selection data over a period of multiple viewing sessions, and the generated household demographic characteristics vector corresponds to an average value for the multiple viewing sessions.

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39. A data processing system for generating a subscriber profile vector in a client-server based architecture, the data processing system comprising:

means for selecting source material for a subscriber to view;

means for monitoring subscriber activity including

means for receiving the subscriber selections for source material, and

means for recording the subscriber selections for source material, wherein a record of the selections constitutes subscriber selection data;

means for retrieving source related information, wherein the source related information includes descriptive fields corresponding to the source material;

means for processing the subscriber selection data with respect to the descriptive fields to generate the subscriber profile vector; and

means for storing the subscriber profile vector.

40. The system described in claim 39, wherein the subscriber profile vector includes household demographic data indicating probabilistic measurements of household demographics.

41. The system described in claim 39, wherein the subscriber profile vector includes household program preference

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information indicating probabilistic measurements of household program interests.

42. The system described in claim 39, wherein the subscriber profile vector contains household product preference information indicating probabilistic measurements of household product interests.

43. The system described in claim 39, wherein the means for retrieving source related information includes means for context mining of textual information associated with the selected source material.

44. The system described in claim 43, wherein the textual information is text derived from closed-captioning data.

45. The system described in claim 39, wherein the means for retrieving source related information retrieves source related information from an electronic program guide associated with the selected source material.

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46. The system described in claim 36, wherein the means for processing the subscriber selection data processes the subscriber selection data over a viewing session, and the generated

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household demographic characteristics vector corresponds to the viewing session.

47. The system described in claim 36, wherein the means for processing the subscriber selection data processes the subscriber selection data over a period of multiple viewing sessions, and the generated household demographic characteristics vector corresponds to an average value for the multiple viewing sessions.

48. An Internet browsing system comprising:
a input device for allowing a subscriber to select source material to view;
a monitor for displaying the selected source material; and
a profile generator for generating a profile of the subscriber based on source material viewed.

49. The system of claim 48, wherein the profile generator includes:

means for tracking the subscriber selections for source material;
means for the retrieving the source material;
means for generating a content characteristics vector based on the source material; and

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means for processing the subscriber selections with respect to the content characteristics vector and a set of heuristic rules to generate a subscriber profile.

50. The system of claim 48, wherein the profile generator includes:

means for monitoring subscriber activity;
means for generating viewing habits information from the subscriber activity; and
means for generating a viewer characteristics profile based on the viewing habits information and a set of heuristic rules.

51. The system of claim 48, wherein the profile generator includes:

means for monitoring subscriber activity including recording subscriber selections for source material;
means for retrieving the source material; and
means for generating a subscriber profile based on the subscriber selections and the source material. *H*